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AUSTRALIA
1924

1924

SOW NOW

FOR

WINTER FLOWERS

MAY 15 1924

U. S. Department of Agriculture



New
Sweet Pea
"Negro"

See Page 3

1924
SWEET
PEAS
STOCKS
POPPY
Etc.

*All
Post Free*

P. L. C. SHEPHERD & Son, Ltd.

97 Years Established.

New Address: 734 GEORGE ST., Next Haymarket P.O., Sydney

D. N. Shoemaker.
MAY 12 1924

Shepherd's New Seed Shop

A Progressive Move

At their new premises, 734 George Street, Sydney, next Haymarket Post Office, P. L. C. Shepherd & Son, Ltd. (the 97-year-old seedsmen), have now been running two years. As there are several stories to the buildings, it enables the office and retail, also wholesale, to be operated from under one roof, a distinct advantage. This firm of Shepherd's is the oldest concern of its kind in Australasia, and commands the confidence of all who have ever done business with it, and this move to the Haymarket portion of George Street showed its keen desire to be where trade can more readily be done. Sufficient address for letters is: "Shepherd's, Seedsmen, Sydney." When writing for "catalogues," it is well for readers to mention what they will shortly be purchasing, so that answers and correct catalogues can be given, dealing fully with these particular lines.

An Unusual Guarantee

A Seed Firm's Confidence

When an old-established firm gives a printed guarantee with every packet of seed sold, it not only gives customers confidence in those particular seeds, but also in all the goods the firm handles. Thus we find that **Shepherd & Son, Ltd.**, still continue to grow in the public's confidence. They have been in business for 97 years, and many people state their grandfathers dealt with the firm.

SOME INTERESTING SEEDS.

Seasonable to Sow Now.

It is easy to print a general list of seeds, but readers are not interested in reading long, dry lists; hence we merely pick out a few that are particularly seasonable.

Ask for Our Bulb List

Shepherd's Winter-flowering Sweet Peas

to sow now.

To get early blooms, when flowers are scarce, use this type. They are exceptionally large, the standard being waved or frilled, and remarkably graceful and attractive. Some old favorites have been discarded, and this list is a good guide to the "pick of the bunch."

Recent Introductions

"NEGRO" — the Very Latest

1/6 per packet. POST FREE.

Negro.—Wonderful dark maroon—the darkest pea so far introduced. Large, shapely flowers; first time offered by anyone—absolutely new. Persistent flowerer. Very hardy. Easy to grow for exhibition. Nearly always four blooms on long stiff stems (often 22 inches).

Special Ones

1/- per packet. POST FREE.

Golden Fleece.—The best cream. Nicely waved.

Field Daisy.—A better wave than Dunmore Beauty. Large, white ground, pink edge Picotee. (1922 Medal, Adelaide Trials.)

Amber.—Dwarf. Easily grown. Pale apricot like amber. Large flower, heavily waved. Many victories.

Queensland Purple.—Royal purple. Improved after cold weather is over. Good about September.

Early Madonna.—If anything, better than White Champion. Very large.

White Champion.—A wonderful white. Took Champion, 1923, Sydney, Chatswood, Hornsby and Manly. Rather hard to germinate. Better sown in boxes and transplanted.

Shepherd's Winter-flowering Sweet Peas

Prices of undermentioned, 6d. per packet, Post Free
(or any Six of them, 2/6, Post Free).

- Albury Beauty.**—Orange pink.
Blue Ribbon.—Light blue.
Blue Bird.—Large good blue; many "fours."
Countess Improved.—Light pink, deeper at edge.
Californian.—Light salmon pink.
Concord Chief.—Large rich deep maroon. Perfect forms.
Cerise Motte.—Vigorous. Striking color.
Cream Blush.—Cream Picotee. Good size and shape.
Dunmore Beauty.—A champion white; rose pink edge.
Daisy Motte.—Large white, well waved.
Donald J. Coghill.—Pink flake on white ground.
Glorious.—Salmon orange.
Jellico.—Dark blue.
Maid Marian.—Carmine red. Plenty of "fours."
Mrs. May Hassett.—Large. Deep cream pink on cream ground; well waved.
Motte's Plum.—Purple maroon.
Motte's Purple.—A distinct purple. Late variety. Good after, say, 1st September.
Mrs. Hamilton C. Motte.—Purple, blue standard, blue wings.
Servian Prince.—Cerise or carmine red.
Wilmot Improved.—Pink.

A Great Mixture

Shepherd's have picked out about 100 kinds of what they regard as the best of Winter Flowering Sweet Peas, consisting of such strains as Allan's, Motte's, Hatcher's, etc., and a huge mixture has been made to sell in 6d. or 1/- packets, Post Free. Ask for **Shepherd's Mixed Peas**.

Your Wife's Garden

Start off the season pleasantly by ordering for her some seed that will fill the garden later on (in the Winter) with sweet perfume.

Sweet Pea Culture for Beginners

The following instructions are intended to help those desirous of beautifying their gardens, rather than for those who exhibit at flower shows. No flower can excel Sweet Peas in beauty of coloring, fragrance, or in abundance of flowers borne over a period of many months. Especially is this the case in regard to the latest introductions of Winter Flowering Spencer varieties, with which class Shepherd's claim justly to be right in the vanguard. The garden lover should so buy Sweet Pea Seeds that each may be regarded as a valuable possession, well worthy of every care and attention, and calculated to repay that attention with blooms worthy to grace the best part of the garden, or the place of honour inside the home. Such seeds we take the greatest pleasure in now offering.

SOIL AND SITUATION.

Choose, if possible, a sunny situation. Should trenching the ground be impracticable, good Sweet Peas may be grown on almost any soil, provided it is dug to a depth of 15 to 18 inches, and some well-rotted animal manure mixed with the lower layers of soil; a mixture of 6 lbs. blood and bone, 3 lbs. superphosphates, 1 lb. sulphate of potash, may be substituted for the manure with good results. It also is best mixed with the subsoil, to ensure deep rooting. To each square yard of soil, use $\frac{1}{4}$ lb. of the mixture.

When the plantlets come through is the time to apply lime, as it then assists to prevent fungoid growths, as well as to sweeten the soil. Use from $\frac{1}{4}$ to $\frac{1}{2}$ a pound to each square yard of surface between the rows, and rake it in. Where more than one row of Peas are grown, it is best to form them North and South.

SOWING THE SEEDS.

To flower in Winter, the seeds must be sown from late in December to the end of February; but the Winter Flowering Strains are so beautiful that they are worth sowing right through to the end of June or even later. The seeds sown after February will flower in Spring, and will be succeeded by our magnificent Summer Spencer stains. Soak seeds in lukewarm water for a few hours to soften. Sow from $\frac{1}{2}$ to 1 inch deep, and about 3 inches apart in rows. Water the ground well to settle; next day cultivate lightly on each side of rows of seeds, and cover with a mulch of old manure to a depth of one or two inches.

STAKING.

The earlier Peas are staked the better. Use light twigs or anything they can easily take hold of to pull themselves up. Increase the size of stakes gradually till they take hold of the permanent supports, which may be wide-mesh wire netting, or any other trellising, to a height of 6 or 8 feet.

(Continued next page.)

(Sweet Pea Culture continued)**PRUNING.**

To get large blooms, only three or four branches are trained up on each plant, and all others pinched out at sight; but for garden purposes, the tips of plants are removed when about six inches high; this encourages side branches to help in the display.

WATERING AND MANURING.

Never allow Sweet Peas to get dry at the roots. Regular and copious waterings are necessary in hot weather. When plants are 2ft. high, begin giving liquid manure at the roots every 8 to 14 days, according to weather. Steep fresh cow manure, to which a 4-inch pot of soot was added, in a barrel or tub of water for three or four days, then further dilute till the color of weak tea. Keep up this treatment till flower buds form, then substitute Sulphate of Ammonia at the rate of a tablespoonful to every kerosenetinful of water, which is sufficient for about 8 or 10 feet along the row. An occasional watering with Sulphate of Potash at same strength as the Ammonia will be helpful in sandy soils.

Just as the flowers are showing color, apply Nitrate of Soda at the rate of 1oz. to 4 gallons of water; this tends to lengthen stems.

IMPORTANT.

Liquid manure must only be applied when the soil is in moist condition.

A Good Old Name

Did you ever think what are the reasons of so many of you sticking to a firm for three generations? Most likely the first reason is

CONFIDENCE.

And in the seed world nothing but a well-established firm can gain that.

Other reasons are good goods at correct prices, prompt attention to letters, quick despatch of goods, advice where needed by our experienced staff of highly paid experts—men who have been with us for many years.

A Wild Garden for Children and Adults

Some bare spot of ground can quickly and cheaply be covered by using a 6d. packet of Mixed Flower Seeds—it contains hundreds of kinds, and is really wonderful value. Like all our packets, it carries the guarantee, viz.: "If seeds fail, return empty packet and get another free."

Shepherd's "Nice" French Type Stocks — Sow Now! (Winter Flowering).

This magnificent strain is imported by Shepherd's direct from the French growers each year. Early flowering, about 2ft. high, branching habit, numerous large spikes. Huge head of bloom, delightful shades of color. A big percentage of doubles, and, best of all, carrying that fragrant and never-to-be-forgotten perfume which has been lacking in some strains of Stocks of late years.

Prices—All 6d. pkt., Post Free (or any Six for 2/6, Post Free).

Abundance (Bishop's Violet).—Early mauve.

Ardoisee (also called President Wilson, G. Paquet, and Ortona).—A good slate color.

Almond Blossom (also called Peach Blossom, Lilacy White).—Color pink and white.

Beauty of Nice (Belle de Nice).—A flesh pink, large spikes.

Bianca (Mad. Rivoire and Lady White).—White, very hardy.

Crimson King (Souv. de Monarco).—Large crimson spikes.

Golden Gerbe (Aurora, Mad. Paquet, Chamois and Sunset).—Champagne color.

La Brillante.—Dwarf, large blooms, rich carmine, crimson.

Lloyd George (Jos. Paquet).—Fiery red.

Old Rose (Belle des Naples).—Light purplish rose.

Parma Violet.—Beautiful shade of light violet.

Pride of Kellar (Camoldoli, Summer Night, and Violet of Nice).—Color pansy violet.

Queen Alexandra (Violet Mauve).—Rosy lilac.

Silver Lilac (Empress Victoria).—Free blooming.

Soliel de Nice.—Creamy yellow, free flowering.

Souv. Monte Carlo (Yellow of Nice).—Canary yellow.

A SPLENDID MIXTURE,

made up of all the above, in 1/- or 6d. packets, Post Free.

Ask for Shepherd's Mixed "Nice" Stocks.

"Vegetable Growers' Gardening Guide"

Issued by P. L. C. Shepherd & Son, Ltd.

This book, which is priced at 6d. (add 1d. postage), will fill a long-felt want, as it contains 32 pages of sound, practical advice—a complete calendar of operations: What to plant and sow for each month of the year, 60 illustrations, and some pertinent remarks on matters of interest to the home gardener.

Dry Peas, Soup Celery, Red (Rheumatic) Celery

Cooking Peas, 4d. per lb.

Soup Celery, 3/- per lb. ($\frac{1}{4}$ lb., 1/-), or 4d. oz.

Red Celery, for Rheumatism, 10/- per lb. ($\frac{1}{4}$ lb., 3/-), or
1/- oz.

Postage extra on all above.

A Garden "Tip"

Plan Ahead.

"My word, that's early!" is a remark used by thousands every year, when they see the first bloom of the season. It probably is not really early, but only seems so to you because you and others have not put in your seeds at the same time. You also can, without any trouble or worry, have that early bloom this season if you sow now.

Little-known Asthma Herb

Purveyor's Humble Claims.

Sufferers from Asthma have probably tried without success many cures that have been advertised as possessing wonderful soothing and curative powers, and are probably loath to try another remedy.

Now there is a herb being offered in Sydney, for which the sellers do not make any extravagant claims, yet it has brought great relief to all who have tried it, and in many cases it has effected permanent cures. This herb is procurable from P. L. Shepherd & Sons, Ltd., who have been established 97 years, and who agree to refund your money if you are dissatisfied with it, which leads one to believe the herb is genuine.

It is grown in Fiji, and the firm came upon it by accident. It was given to customers to try, and their recommendations caused a demand to set in; hence Shepherd's, although seedsmen, felt it their duty to continue getting supplies. The price is 2/6 and 3d. postage.

Beware of Palms

Some hawkers are wrongly using our name, selling table palms. We have no carts selling our goods. The only way to obtain our good, reliable, well-established table palms, etc., is to call at our new address.

Shepherd's Carnations

A Carnation "Tip"

If you desire a particular named Carnation, you, of course, procure a plant, but if you merely require a first-class collection of unnamed ones, a most interesting way of getting them is to purchase some mixed seed. It is much cheaper, and you also get varieties from seed that you might never get in plants—and there are always some new ones amongst yours that your neighbours, who buy plants, will not have. Of course, it is just as well to purchase a decent class of seed, such as American Perpetuals, for, whilst they cost 2/6 per packet, they are sure to give you best results, although very good mixtures are also put up in 6d. packets. If you purchase the seed from us, you get our guarantee, viz.:—
"If seeds fail, return empty packet and get another free."

American Perpetual Flowering, Mixed.—A grand strain of new and popular sorts. Many new varieties are got by using seed to raise your Carnations. **2/6 pkt., post free.**

Ordinary Mixed Carnations.—6d. and 1/- pkt., post free.

Antirrhinums (Snapdragon)

Very few flowers have come forward in such a rush of popularity as Snapdragons. The reason is so many new beautiful shades being now available. Shepherd's import their seed from the best English growers.

TALL VARIETIES.

Vulcan.—Intense crimson scarlet.

Yellow, Red Striped.—Large.

Cottage Maid.—Pale coral pink, white throat.

Cerise King.—Cerise pink, white throat and lip.

Pink Beauty.—Deep rose pink self. Enormous blooms.

Purple King.—Rich and large.

Yellow.—Large flowered.

Terra Cotta or Art Shades.

Venus.—Pink, white throat.

Striped.—All kinds, striped.

Rose Perle.—Bright soft rose, white lip and throat, lip tipped yellow.

Orange Beauty.—Orange scarlet, gold lip.

Torchlight.—Stately, vivid orange, yellow centre.

Yellow King.—Fine deep yellow; large.

Orange King.—Orange scarlet, pink throat.

Queen Victoria (2 feet).—Pure white; large.

Shepherd's Mixed—all kinds from good blooms.

All above Snapdragons 6d packet, post free.

(**Antirrhinums (Snapdragon) continued**)

DWARF AND SEMI-DWARF VARIETIES.

Semi-dwarf Terra Cotta and Pink Shades, Mixed.—Very popular.

Electra.—Salmon, maize and orange.

Black Prince.—Semi-dwarf, dark crimson, dark foliage.

Mauve Beauty (Dwarf).—Rosy mauve.

Nelrose (Semi-dwarf).—Free flowering, rich coral pink.

Mixed Tom Thumb.—About 1 ft. high.

Any of above Snapdragons, 6d. pkt. (Any 6 for 2/6, post free.)

Cineraria

Choicest Mixed.—The large, luxuriant leaves are surmounted with large heads of magnificent flowers of the most brilliant colors. Nothing can be more showy or effective. Large flowering. Finest Colonial grown seed. **1/6 and 2/6 per pkt., post free.**

Primula Malacoides

A beautiful type, very suitable for the bush-house or for bedding out. It grows about eight to twelve inches high, throwing long stems, bearing bunches of primrose-like flowers of a beautiful rosy lavender tint. Colonial grown, **6d. per packet, post free.**

Ranunculus

Asiaticus, Mixed.—A splendid strain of these popular bedding plants; they do well from seed, flowering in profusion about middle of August. Colonial saved seed. Price, **6d. per packet, post free.**

Wallflower

Early Flowering, Single, Mixed.—A quick flowering strain; does well in a warm climate. **6d. per packet, post free.**

Delphinium

Shepherd's Superb Mixed.—A splendid strain, locally saved seed; blooms are of immense size, double and semi-double. The colours range through every shade of blue to purple. One of our finest perennials. Price, **1/- and 2/6 per packet, post free.**

Shepherd's Seeds

Pansies.

The Other Chap's Garden.

When outside a garden and your eye catches some big, beautiful Pansies, do you stop and get a good view? Yes—but you forget you can have the same. Put in a packet of Shepherd's Superb Mixture, 1/- and 2/- pkt. (post free). With a little attention, you will get results. But if you just want an ordinary mixture, we have them at 6d.

Shepherd's Superb Mixed.—This splendid mixture cannot fail to give the greatest satisfaction, containing as it does the choicest strains from the most noted Pansy Specialists in the world, and includes almost every shade of color, exquisitely spotted and blotched, veined, mottled and margined, and fancy varieties. This strain is so beautiful that no description or praise can do it justice, being unsurpassed for rich and varied colors and immense size. 1/- and 2/6 per packet, post free. **Note.**—No better results will be got from this high-class strain than from the ordinary ones unless special attention be given, by sowing early and manuring when about to bloom.

Bath's Empress Mixture.—One of the best known strains in existence. 2/6 per packet, post free.

A Good Mixture.—A good assortment in a 6d. packet, post free.

Other Pansies

Shepherd's also stock all the well-known kinds, such as Bugnot's Blotched, 1/-; Cassier's Blotched, 1/-; Trimardeau Giants, 6d.; Masterpiece, 6d.; Madam Perret, 6d.; Peacock, 6d.; Yellow Giant, 6d., etc., etc.

All Seed on this and other pages carries Shepherd's guarantee, viz.: "If seeds fail, return empty packet and get another free."

Shepherd's Iceland Poppies

Seed sown from February till August will give bloom continuously through the Winter and Spring months; blooms are borne on long stems, suitable for cutting.

Iceland "SUNBEAM" Strain.—An improvement on ordinary Iceland. 9d. pkt., post free.

Shepherd's Iceland Strain.—6d. per pkt., post free.

SOW NOW FOR WINTER FLOWERS

Manure Vegetables Shepherd's Way

Do you understand manuring?

Are you among those who "just try what they think might do?"

This important part of gardening means too much for you to take chances!

Get the advice of our practical experts. They know what each class of land and each class of crop requires. They will help you out of difficulties.

Don't guess longer. Call to-morrow or drop a line to the oldest and most reliable seed house in Australia.

"The experience of age, combined with the vigor of youth!"

For Busy Gardeners

Even if you ARE IN A HURRY and want to catch your train, you can safely call in at Shepherd's, next the Haymarket P.O.

Our PROMPT SERVICE is well known to clients, and we are proud of it. Our staff is enlarged to cope with an ever-increasing trade.

If it's for the garden, you'll get it quickly at Shepherd's!

GET OUR EXPERTS' ADVICE ON GARDEN PESTS.
IT IS FREE.

SEE OUR GLADIOLI WINDOWS, WEDNESDAY AFTERNOONS.
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P. L. C. SHEPHERD & Son, Ltd.

734 George Street, Sydney

Next Haymarket P.O.